

THE IMPACT OF GLOBALIZATION ON CHANGES IN CULTURAL ASPECTS AND EATING HABITS OF BRAZILIANS



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ABSTRACT

Globalization is the phenomenon understood as new forms of reorganization on a global scale of adaptation, cultural and economic. It promotes greater interaction between people, resulting in greater dissemination of information and ease of transportation. To analyze the influence of globalization on cultural aspects on the food and commensality of peoples. It is an integrative review, using SISVAN production reports and database searches, promoting reflections on the performance of studies. We have a loss in food cultural identity, considerably increasing the production and consumption of processed foods, which may be related to the lack of time that people have to eat, as good nutrition is no longer a priority in daily life. The consumption of processed foods is prevalent in the regions of Brazil, which has thus drastically changed the profile of food consumption of Brazilians, promoted by the globalization process.

Keywords: Food Culture. History of Food. Nutrition.

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INTRODUCTION

Food is a basic physiological need, its importance goes beyond biological reasons, since this process encompasses cultural, social, economic, scientific, political and psychological aspects (Proença, 2010).

Thus, the analysis of food practices is not limited to foods that are appropriate in themselves, but encompasses the entire process that involves production, selection, acquisition, preparation, when and by whom they are consumed, rules, values, beliefs and meanings that accompany the act of eating. Therefore, it is perceived that the act of eating is always presented in a cultural dimension, transposing social relations (Daniel; Cravo, 2010).

The concept of culture is broad, and concerns the symbolic human conceptions and customs of social coexistence, being indispensable for human experience in society. Therefore, culture assumes the role of universality, as all people live through cultural models. However, at the same time that culture is universal, each society has its own systems of how it relates, as well as dealing with social issues, such as hunger (Romaneli, 2012).

Although food has an important relationship with culture, religion, traditions, tastes, and expresses the local identity of peoples, it has been assuming, thanks to a global food production model, a commodity character, subject to multinational agri-food organizations, which, in addition to the economic and socio-environmental impact, directly influences the customs and culture of a population (Azevedo, 2017).

Globalization is the phenomenon understood as new forms of reorganization on a global scale of social, cultural, political and economic adaptation. In addition, it promotes greater interaction between people, resulting in greater dissemination of information, products and ease of transportation (Proença, 2010; Bernstein, 2011).

In this sense, it can be said that the globalization process affects the population's palate, bringing new eating practices, customs, and habits (Vinha, 2015). In addition, it is observed that, along with globalization, risks related to food consumption, related to cultivation, handling, processing and conservation, have been intensified (Proença, 2010).

Since, many studies point to the existence of irregularities in almost all food groups that are consumed by the population, either due to the excess of pesticides or the presence of parasites in foods of plant origin, the addition of hormones in foods of animal

origin, as well as the excess of chemical additives, such as preservatives and stabilizers, present in industrialized foods (Proença, 2010).

Industrialization, together with advances in the areas of technologies and sciences, resulting from globalization, have strongly contributed to changes in the population's lifestyle, especially in relation to food. However, these dietary changes, mostly caused by the appearance of fast food, are characterized by high calories, rich in sugars and fats and poor in nutrients, promoting the emergence of diseases such as hypertension, obesity, malnutrition, diabetes, among others, which reduce the quality and life expectancy of the population (França, *et al*, 2012).

The study is justified by the need for scientific analysis regarding the dietary changes in the Brazilian culture resulting from the process of influence of the media, occurred by the constant pressure arising from industrialization, globalization and the technological market, causing the reformulation and standardization of Brazilian customs and habits, both in food and in the economic aspect. interfering in the process of choosing food, market prices and even in agricultural production, causing the exchange of the typical Brazilian diet for the unbridled consumption of processed, ultra-processed foods.

Because of the scientific, economic and social scope that the research presents, it is observed that, throughout the history of Brazil, the country has been influenced by several cultures, especially the North American. This fact is intensified through the process of globalization of the media and technological production, thus showing the importance of understanding these changes in the Brazilian food culture, so that it is possible to discuss the current scenario of food production, the Brazilian economy and the growing number of chronic non-communicable diseases (NCDs). occurred by the inversion of the consumption of fresh foods by industrialized foods, leading to losses in the quality of life of the population.

METHODOLOGY

An integrative literature review was carried out and also documentary, using data from SISVAN production reports, leading to discussions on research methods and results, promoting reflections on future studies and the organization of knowledge gaps that need to be filled. This research method allows the synthesis of multiple published studies and allows general conclusions about a particular area of study (Mendes, Siqueira, Galvão, 2010).

First, a documentary analysis achieved through consultations with public reports made available by the DabSus® system of SISVAN, arranged from the combination of keywords: Report, Food Consumption, Reference Year; (2019), Reference month; (All), Group by (Brazil), Age group: 2 years and up, Life stages; (Adults), Type of report; (Food Consumption), Education; (All), People and community; (all), sex; (All), Race/color; (All), and follow-up registered; (All).

For the analysis and construction of the integrative analysis, the following steps were used: 1) selection of the research question; 2) definition of the inclusion and exclusion criteria for studies and selection of articles; 3) representation of the selected studies in table format, considering all the characteristics in common; 4) critical observation of the findings; 5) interpretation of the results; 6) and finally, objective mention of the evidence found.

In this sense, data collection was carried out from April 23 to May 1, 2020, in the *Latin American and Caribbean Health Sciences Literature* (LILACS) and *Online Medical Literature Analysis and Retrieval System* (MEDLINE) databases.

During the search, the Boolean operator AND was used along with the following descriptors: "Food Culture", "Food History", "Food and Food" and "Nutrition", "Technology, Industry and Agriculture". The inclusion criterion was defined: articles available in full, published between the years 2004 and 2019, since it was identified that the studies published in this period better address the theme.

Since, the valorization and construction of food culture, food and nutritional security (FNS), the marketing and consumption of food, as well as the concern with eating disorders and healthy eating, drew the attention of scholars in the area of history, technology in gastronomy, food production engineering, administration, tourism, sociology and anthropology, positively influencing the scientific area of health as well, Another criterion to consider concerns the descriptors in the area of sociology.

In addition, no language was delimited in the MEDLINE database, however, for the LILACS search, articles published in Portuguese were added as inclusion criteria, as they contained more relevant content for the study. The exclusion criterion was given to articles that did not address the central theme of the article.

The studies that remained in the sample, after going through the analysis and selection criteria, were examined and evaluated through reading in full, focusing on its relevance and whether it was in accordance with the objective of the research. From the

material obtained, there was a detailed reading of each article used for the construction of the study, highlighting those who responded to the proposed objective, in order to organize and tabulate the data.

For the organization of the data, they were analyzed to form connected texts, exposing the ideas of the research, showing the dietary changes over time, the dietary modifications caused by the influence of other cultures, the food consumption of Brazilians and the metabolic and nutritional status changes caused by this process, as well as statistical data to prove this study. presenting these facts in sequence in the data of the results and discussion.

RESULTS

Of the 40 articles of relevance and that corresponded to the objectives of the research, after applying the inclusion and exclusion criteria, 24 articles served as the basis for the construction of this study. The sample of discussion articles on the central theme of the study consists of 23 articles, selected according to the previously established inclusion criteria, in chart 01 are the specifications of the main articles for the elaboration of the discussion.

Chart 01: Main articles collected in the Lilacs and Medline databases for the discussion of the study theme.

Author, year	Goal	Main results	Conclusion
Moratoya, et al, 2013	Present the characteristics of the change in food consumption.	A higher income does not contribute to healthy food consumption, and since globalization and urbanization can distribute a wide variety of food items to society, a healthier life is not guaranteed.	It finds that food consumption in Brazil and that of the rest of the world are not cointegrated, and there is no long-term equilibrium relationship.
Teixeira, 2015	Reflect and problematize the social implications of the influence of globalization on food culture.	Technological innovations in the food area have been growing and allow the expansion of the market and interactions between countries, globalization reaches far beyond food culture.	The relations between globalization and food culture take place through the understanding of the homogenization of food cultures, the standardization of eating habits, reducing the tradition of culture.
Martins, Faria, 2018	Promote nutritional health education for patients with NCDs in primary care, especially diabetes and hypertension.	Reports of success in glycemic and blood pressure control are frequent, evidenced by patients who report a reduction in complications resulting from diabetes and hypertension and a reduction in the need to seek other levels of care.	It highlighted the need for professionals in public health services to advise against the consumption of ultra-processed foods in order to combat the growing incidence of NCDs.

Castro, Maciel, 2016	Discuss the concept of gastronomy through the social processes in the scenario, focusing on the production of cultural identities.	Globalization has given rise to new reflections on cultural diversity, giving rise to movements for respect and awareness of the heterogeneity of cultural identities.	It is evident that the practical and theoretical field has been occupying, especially in the promotion of marginalized groups such as small farmers and their products, showing other ways of eating.
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Food is one of the most essential human activities, not only for biological reasons, but also because it involves economic, social, scientific, political, psychological and cultural aspects that are fundamental in the dynamics of the evolution of societies, noting that the economic resources involved in food, in terms of the market, are considerable, making up an amount much higher than other sectors, such as the nutritional quality of food (Malta, *et al*, 2019).

It is a fundamental indicator for quality of life, because, in addition to affecting individuals in different ways, due to the importance of proteins, vitamins, minerals and nutrients that are necessary for the perfect functioning of the body. It is perceived that consumption, especially in the food sector, is affected by prices, the amount of food available and income, with the improvement of the mechanisms used in agriculture, consumption does not depend in its entirety on the scarcity of resources, but also on the organization and the way in which they are being supplied. The history of human food reflects the constant concern with the search for and production of food has been undergoing several modifications, in the course of behavioral and socioeconomic changes in society, both in the way food is produced and distributed. With globalization there is an expansion of cultures, absorbed causing a process of miscegenation, for example, the Brazilian culture being influenced by the most varied peoples and countries, especially the North American and the fast food culture (Moratoya, *et al*, 2013).

In addition to the importation of other sectors, such as American fashion, eating habits were also strongly introduced into Brazilian culture, including the custom of fast food consumption, which, in Brazil, was acquired due to the implementation of American sandwich franchises in various regions of the country and disseminated by the media intensively and also by the Brazilian sectors themselves. We have a loss in food cultural identity, considerably increasing the production and consumption of processed and industrialized foods, causing an increase in the consumption of industrialized products and also of fast-food type food, which may be related to the lack of time that people have to eat, because good nutrition is no longer a priority in people's daily lives. These changes that

affect the eating habits offered by globalization do not only occur in industrialized countries, but also worldwide (Castro, Maciel, 2016).

More and more industrialized foods, typical American food, have been gaining space in the Brazilian food scene and with that we have gradually lost our cultural identity. In addition, more and more healthy habits are being replaced, causing health problems, such as obesity and cardiovascular diseases, to become increasingly incident and prevalent, noting that natural and healthy foods, such as vegetables, fruits and legumes are losing space on the consumer's table, especially by the young population. However, because of this process, there is a loss of the roots of the basic culture and routine habits, which is replaced by new customs, proving to be of low nutritional quality. Alternatives of fast and low-cost food are tempting at first, but in the medium and long term they can lead to much greater problems for the health of the population (Texeira, 2015).

In the last three decades, there have been changes in the eating habits of Brazilians: reduction in the consumption of rice, beans, cereals and legumes; higher consumption of meat in general, eggs, dairy products and sugar; replacement of animal fat by oils and increase in spending on processed foods. The hectic pace imposed by the labor market has increasingly reduced the free time for food, thus emerging new alternatives in the food and food service industries, such as frozen and pre-cooked food, drive-thru, fast-food and self-service, becoming the new style of the Brazilian food pattern (Recine, Radaeli, 2014).

These changes in eating habits resulting from the influence of other cultures and great acceptability in Brazil caused major changes in the choice of food for consumption in all regions, in addition to modifying traditional habits, especially during the act of eating, replacing the custom of having family meals at the dinner table by eating separately, in front of a television set, providing even more interference from North American culture and the loss of identity of Brazilian culture, being exemplified in tables 01, 02, 03, 04 and 05.

Table 01: Consumption of hamburgers and/or sausages, by region of Brazil, by adults in 2019.

Regional Coverage	Consumption of hamburgers and/or sausages (Total)	Consumption of hamburgers and/or sausages (%)	Total Adults Monitored
MIDWEST	25836	41%	62.703
NORTHEAST	83291	31%	272.212
NORTH	20873	27%	76.139
SOUTHEAST	93874	39%	241.218
SOUTH	64485	47%	136.144

TOTAL BRAZIL	288359	37%	788.416
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Source: SISVAN production reports.

Table 02: Consumption of sweetened beverages, by region of Brazil, by adults in 2019.

Regional Coverage	Consumption of sweetened beverages (Total)	Consumption of sweetened beverages (%)	Total Adults Monitored
MIDWEST	36894	59%	62.703
NORTHEAST	134671	49%	272.212
NORTH	37530	49%	76.139
SOUTHEAST	136120	56%	241.218
SOUTH	80609	59%	136.144
TOTAL BRAZIL	425824	54%	788.416

Source: SISVAN production reports.

Table 03: Consumption of filled cookies, sweets or sweets, by region of Brazil, by adults in 2019.

Regional Coverage	Consumption of filled cookies, sweets or treats (Total)	Consumption of filled cookies, sweets or sweets (%)	Total Adults Monitored
MIDWEST	22319	36%	62.703
NORTHEAST	86074	32%	272.212
NORTH	23290	31%	76.139
SOUTHEAST	87493	36%	241.218
SOUTH	55173	41%	136.144
TOTAL BRAZIL	274349	35%	788.416

Source: SISVAN production reports.

Table 04: Fruit consumption, by region of Brazil, by adults in 2019.

Regional Coverage	Fruit Consumption (Total)	Fruit consumption (%)	Total Adults Monitored
MIDWEST	46624	74%	62.703
NORTHEAST	202225	74%	272.212
NORTH	52367	69%	76.139
SOUTHEAST	174441	72%	241.218
SOUTH	104351	77%	136.144
TOTAL BRAZIL	580008	74%	788.416

Source: SISVAN production reports.

Table 05: Habit of eating while watching television, by region of Brazil, by adults in 2019.

Regional Coverage	Habit of eating while watching television (Total)	Habit of eating meals while watching television (%)	Total Adults Monitored
MIDWEST	31327	50%	62.703
NORTHEAST	120670	44%	272.212
NORTH	29795	39%	76.139
SOUTHEAST	127987	53%	241.218
SOUTH	50726	37%	136.144
TOTAL BRAZIL	360505	46%	788.416

Source: SISVAN production reports.

The high consumption and prevalence of these processed and ultra-processed foods in the regions, as seen in the tables as sweets, sweetened beverages and sausages,

causes, over time, metabolic changes and changes in body composition, nutritional status, and society, causing diseases such as chronic non-communicable diseases (NCDs), obesity and even nutritional deficits, as these industrialized foods do not have the adequate amount of essential nutrients. only empty calories that do not satisfy the appetite, leading to overconsumption.

In addition to the decrease in natural foods that contain essential nutrients in the appropriate amount for the growth, development and maintenance of the body, such as fruits, which can be observed in table 02, increasingly aggravating this food pathological situation in society, highlighting that this percentage of fruit consumption is not related to the quantity and daily quality of this consumption, further worsening this estimate of the development of NCDs and people's quality of life.

DISCUSSION

These chronic non-communicable diseases are responsible for about 70% of all deaths in the world, with an estimated 38 million deaths annually, of which 16 million occur prematurely and almost 28 million in low- and middle-income countries. Evidence indicates an increase in NCDs due to the growth of NCDs due to the growth of risk factors, physical inactivity and unhealthy diets, contributing to the current global scenario of high prevalence of these diseases and their complications (Malta, *et al*, 2017).

They include diseases of the circulatory system, diabetes, cancer and chronic respiratory disease, tend to be long-lasting and are the result of a combination of genetic, physiological, environmental and behavioral factors, thus constituting the largest burden of morbidity and mortality in the world, responsible for 63% of global deaths, resulting in loss of quality of life, limitations and disabilities and predominantly affect developing countries (Martins, Faria, 2018).

NCDs affect individuals from all socioeconomic strata and, more intensely, those belonging to vulnerable groups, such as those with low education and income, further increasing the poverty of those who are affected by disabilities, limitations and reduction of the productive force. In Brazil, NCDs correspond to 72% of the causes of death, in addition, data from the National Health Survey (2013) show that more than 45% of the adult population, 54 million individuals, report at least one NCD (Malta, *et al*, 2019).

Part of this global panorama is characterized by dietary changes that involve the replacement of natural and minimally processed foods with industrialized ready-to-eat

foods, for example, processed or ultra-processed, rich in sodium and sugar, these transformations promote nutritional imbalances and an excessive intake of calories, contributing to the increase in NCD rates (WHO, 2014).

It was possible to observe changes in eating habits in several countries in the last decades, directly reflecting on the complexity of consumption models, affecting the quality of food produced and industrialized, in an attempt to adapt food to the fast pace of daily life, choices and consumption habits began to point to foods more consistent with the new lifestyle, through industrialization, which is a process that can distance food from people, to the extent that it makes it difficult to perceive the origin and ingredients that make up a given food (Proença, 2010).

In the second half of the twentieth century, there were changes in Brazilian society that caused an intense process of transformation due to industrial development, among these changes is the pattern of food consumption and the new social habits and the development of the habit of "eating out", which can be analyzed as a social activity and a necessity imposed by the workforce model. The expansion of fast-food services is linked to a growing demand from the population, offering low-cost meals quickly and with a supposed quality, being an option for a growing number of urban consumers. Creating fast-food chains have become a success for some general trends such as the American characterization of contemporary society (Silva, Prado, Seixas, 2017).

In contemporary times, food is characterized by a modern lifestyle, marked by the scarcity of time for food preparation and consumption, which leads to the emergence of fast food, which employs preservation and preparation techniques, adding time and work, caused by the global influence that generates changes in customs linked to the phenomenon of globalization, mundanizing habits, which can be more or less effective in some societies, as there is resistance from the pre-existing culture of the place. The local culture expresses the identity of a people and reveals its history, which has been compromised by globalization, because there is no longer such a clear cultural identity, but they assume hybrid global characteristics, this new reality happens, due to the new technological and informational apparatuses that enable the instantaneity of actions and events that invade new territories (Santos, 2010).

The media are the determining factors for the process of unification of eating habits, as they reach people in the most distant and isolated areas of the globe, being present in the daily lives of people from all social classes, being responsible for transmitting global

culture, disseminating, mainly, how food should be done, suggesting a standard of life and consumption that should be followed to achieve the supposed happiness imposed by the media. Industrialized food products can cause health problems, due to the lack of added nutrients and preservatives, interfering with the flavor, making it preferable by the population, due to advertising, offering these foods as a synonym of satisfaction, in addition to practicality, causing great acceptance, thus highlighting the role of the media in food. Rice and beans, considered the basis of the Brazilian diet, have been replaced by the demand for time they require for preparation, and the fast-food culture has been gaining space in a hurried society, where instantaneity surpasses the search for nutritional quality (Lima, Nascimento, Farias, 2016).

Therefore, the industrialization of food for some is beneficial, as people seek practicality and convenience as already mentioned, because they have a busy life and have little time to eat, they prioritize industrialized foods and fast-food type food. As already mentioned, globalization greatly influences the culture and eating habits of society, it can be seen that we have an increase in the consumption of industrialized foods and a reduction in the consumption of traditional foods, with a strong investment in advertising by companies that operate in this field (Fontenelle, 2010).

Technological innovations in the food area have been growing and allow the expansion of the market and interactions between countries around the world, globalization reaches far beyond the food culture of countries and all areas of society, but the level of intensity that countries are reached by the global world is different, because it depends on the integration and development of countries. In addition, the major behavioral trends in relation to food in consumer societies in industrialized countries, directly influencing, through the globalization process, autonomy, the deconstructing of meals, the conviviality and appreciation of eating away from home, as well as the concern with health and food balance (Martins, Faria, 2018).

Autonomy represents people's aspiration to diversity, both in terms of products and services and place of food, in an attempt to break with traditions, being closely linked to convenience, demonstrating a desire to simplify the preparation and choice of available food that will best suit the lifestyle, even if it is of "dubious" nutritional quality. An example of this process is the development of self-service, optimizing the relationship between the time spent to eat meals and the possibility of choosing, or preferably foods, at the time of purchase, for foods that are easy to handle and prepare. Thus, the deconstructing of meals

is a reality in Brazil, influenced mainly by changes observed in all places in the industrialized world and changes in the family structure (Yamagata, Sauerbronn, 2019).

This model of food service provision, as previously visualized, allows, quickly and at a cost similar to that of a snack, the purchase of a complete meal. Research shows that this option can represent a healthy food alternative, although it is evident that there is a need to guide people so that the choices are consistent with their nutritional and dietary needs (Fontenelle, 2010).

It is noteworthy, however, that the routine option for the meal by weight modality is predominant in the adult public, while there are differentiations in the eating behavior of the adolescent public, causing concerns at the public health level, due to the possible effects on adult life, as research shows that people in this age group, unlike previous generations, generally want to choose what they eat, preferring incomplete meals (Santos, Oliveira, 2014).

The fast food culture is considered the model of snack bar, restaurant and establishment, serving the type of food poor in nutrients and high in calories, characterized both by food and by fast and standardized service, being a food system configured as modern and marked by the consumption of industrialized foods and eating out of home. This market is selected by a modern generation that prefers industrialized values over nutritional quality and that chooses to have the satisfaction of the status of the food brand instead of having health and physiological needs met. The market imposes and the consumer is forced to consume, even if he is not yet aware of what he is doing. The essence of the globalization phenomenon is to interconnect the economy, culture and behaviors to a given individual are disseminated to several other places and individuals with different characteristics and configurations, forming the standardization of offers and behaviors (Góes, 2010).

One of the consequences of the globalization of market offers is cultural loss, presenting cultural denial and the absence of social awareness, the phenomenon of globalization of offers, fast food is the culture of American consumers influencing other cultures, including the Brazilian and as nutrition seeks to standardize itself so that the consumer has no option, thus creating the "impression" that the food eaten is not as bad as it seems to be, while as an economy it presents the consumer with a world of false ideologies to achieve its only objective of profit (Santos, Oliveira, 2014).

Table 06: Nutritional status, by region of Brazil, of adults in 2019.

Region	Low weight	Eutrophic	Overweight	Obesity Grade I	Obesity Grade II	Obesity Grade III
Midwest	2,41%	32,36%	33,6%	19,81%	7,86%	3,9%
Northeast	2,88%	36,91%	35,21%	17,28%	5,6%	2,13%
North	2,54%	36,9%	36,06%	17,13%	5,37%	2,01%
Southeast	2,44%	32,74%	33,22%	19,39%	7,94%	4,29%
South	1,64%	29,26%	33,98%	21,55%	8,95%	4,63%
Total Brazil	2,52%	34,48%	34,51%	18,55%	6,79%	3,14%

Source: Sisvan production reports.

The reduction in the level of physical activity and the relationship with the prevalence of obesity caused by the consumption of processed foods refer, observed in table 06 in the body composition of the Brazilian population, to changes in the distribution of occupations by sectors, agriculture to industry, and in work processes with reduced occupational physical effort; changes in physical exercise activities, such as sports practices, to long hours in front of the television or computer; and the growing use of household equipment, causing this increase in obese and overweight people to alarming levels. In recent years, the facilities resulting from modern technology and the expansion to all parts of the world, sedentary lifestyle and significant changes in lifestyle have become causes for the development of diseases or risks to human health, associated with lack of dietary adequacy and stress, the main determinants of obesity and overweight (Fernandes, 2018).

CONCLUSION

By analyzing the data obtained by SISVAN, it can be seen that the consumption of processed foods, sweetened beverages and sweets are prevalent in all regions of Brazil, these habits can be justified by globalization, which has drastically changed the profile of food consumption of Brazilians.

The influence of globalization on the food and cultural aspects of peoples has directly impacted new forms of food consumption, has affected the taste and even the health of the population. Globalization can be seen in a positive and negative way, where it expands food diversity and at the same time decreases, including its diverse food options and excluding local food history and culture.

Changes in diet must be observed in a sociocultural way, with different cultures and particularities, avoiding the loss of originality of the culture and history of food. Thus, ensuring the defense of food as historical, cultural and intangible heritage.

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